

Ocean Avenue Association Board of Directors Meeting Minutes
Thursday, September 27, 2012, 6:30 PM
Ingleside Library
1298 Ocean Ave, San Francisco, CA 94112

Board Members present: Howard Chung, Christine Godinez, Walee Gon , Rev Roland Gordon, Henry Kevane, Shirley Lima, Alexander Mullaney, Dan Weaver

- 1 Howard Chung called the meeting to order at all to order at 6 PM.
- 2 Fresh and Easy
 - Larry Badiner, Urban Planner
 - Site Overview (board presentation).
 - Will go into previous Rite Aid location.
 - Not a lot of changes will be needed.
 - Space will be bigger than a normal location, but will allow for a bakery. Their bakery partner is Il Fornaio.
 - Board Comment: Shirley Lima: What will the hours be?
 - Public Response: Larry Badiner: Hours will be 8am to 10pm, may open earlier.
 - Board Comment: Dan Weaver: Will more windows be added?
 - Public Response: Larry Badiner: Plan will be to reopen blocked windows. No plans to add more but can consider. Can't add windows on Dorado side because it's sloping.
 - Public Comment: Kate Favetti: Is there anything to do about the feeling that customers have to slope downward to go into the store?
 - Public Response: Larry Badiner: Can consider adding lights. Perhaps using brighter paint?
 - Board Comment: Howard Chung: Has anyone opposed this project?
 - Public Response: Larry Badiner: No opposition for this project.
 - Board Comment: Shirley Lima: When is planned opening?
 - Public Response: Larry Badiner: Hoping to start construction in Spring. Will probably open in Fall 2013.
 - Board Comment: Howard Chung: Do you need any help from OAA for the upcoming hearing?
 - Public Comment: Larry Badiner: Would love a letter of support from OAA.
 - Public Comment: Kate Favetti: Westwood Park supports this project.
 - Karin Carlson Johnston, HMS Associates
 - How will Fresh and Easy compete with Whole Foods? Fresh and Easy specializes in grab and go products. Their price points are a lot lower than Whole Foods so they expect to complement instead of compete with Whole Foods.
 - Will focus on local hiring.

- Board Comment: Dan Weaver: How does Fresh and Easy work with neighborhoods?
 - Public Response: Karin Johnston: Fresh and Easy likes to support local charities. Example: Events in which percentage of sales support a school. Store managers are empowered to make decisions. Example: Food drive donations can be decided at the local level. Karin will also be available locally.
 - Board Comment: Howard Chung: Recommends when possible Fresh and Easy can support local businesses like copy services.
 - Board Response: Dan Weaver: Will email business list to Karin.
- 3 Approval of Minutes from August 23, 2012
- Dan Weaver: OAA needs to fill in notes on the motions made on OEWD grant (page 3 of August meeting notes)
 - Correction to be made: Henry Kevane motioned to accept OEWD grant.
 - Correction to be made: Reverend Gordon seconded the motion.
 - Henry Kevane moves to approve the minutes as corrected.
 - Reverend Gordon seconds the motion.
 - Public Comment: None
 - Reverend Gordon motions to approve the minutes from both open and closed sessions in August.
 - Howard Chung seconds the motion.
 - Motion passed unanimously.
- 4 Financial Report (Henry Kevane)
- Moved some funds from Holiday Decorations to Website Design.
 - Collected \$51K to date (from July to August).
 - Received \$1K fiscal sponsorship fee which has been allocated to last year's donation requirement.
 - Will also get \$800 fiscal sponsorship fee which will be applied to this year's donation requirement.
 - Variance is (\$348K) which includes assessments from previous years that have not been paid.
 - Income is expected to be \$571K.
 - Public Comment: Kate Favetti: How current is this budget?
 - Board Response: Henry Kevane: As of August 31, 2012.
 - Howard Chung motions to approve budget as of August 31, 2012.
 - Reverend Gordon seconds the motion.
 - Motion passes unanimously.
- 5 Ocean Avenue Fire Follow-up and associated events
- Crezia Tano has obtained a \$5K grant from the Mayor's office which will be allocated to all the businesses affected.
 - Money needs to be divided up equally among all the businesses.
 - Fundraiser money—50% of the funds raised will go to the two businesses that did not have fire insurance. Rest of the funds will be divided among the rest of the businesses, percentages TBD.
 - Public Comment: Kate Favetti: Recommends using local artists for the plywood mural. For the rebuild of the site, Westwood Park Association would like to request that it

conform to the general look of the neighborhood; would like to be included in the layout reviews.

- Public Comment: Christine Godinez: Would like OAA to consider Lick Wilmerding, City College students in addition to SF State students. Lick Wilmerding may be able to put forth supplies.
 - Public Comment: Kate Favetti: Is there criteria for the city grant?
 - Board Response: Dan Weaver: Yes, applicants must demonstrate that money provided supports the local economy.
 - Public Comment: Kate Favetti: Which businesses will be moving back to the neighborhood?
 - Board Response: Dan Weaver: Happy Bakery and King's Coffee Shop will not be coming back to the neighborhood. Still working with Lili Knit to get her back in the neighborhood.
- 6 OMI-CPP / OAA Ocean Avenue Festival Update (Kate Favetti)
- Strong showing from Whole Foods and Insect Discovery Lab.
 - Lots of kids present.
 - Will have a financial update soon.
 - Would like to eventually extend the space of the festival in future years.
- 7 Election of New Board Members (Dan Weaver)
- Will not be discussing in this meeting as there is not enough progress yet on this topic.
- 8 Executive Director's Report
- Change of bylaws to conform with IRS ruling on c4 status instead of c3.
 - Howard Chung motions to change the reference of c3 to c4 on the bylaws.
 - Alex Mullaney seconds the motion.
 - Motion passes unanimously.
 - Dan Weaver will start a History of Changes document so that OAA can keep track of the bylaw versions.
- 9 Board Member Comments and Suggestions
- Dan Weaver: Please fill out the beautification survey.
 - Dan Weaver: Photographer recommends getting photographs of board members in front of their favorite business on Ocean Avenue.
 - Dan Weaver: Champa Garden Discretionary Review: Only requirement is to place two trees on the sidewalk to prevent people from illegally parking on the sidewalk.
 - Alex Mullaney: Historic District Planning for Ocean Avenue: Would like OAA to write a letter to support this.
 - Howard Chung: Would this make the entire avenue a historical district?
 - Alex Mullaney: May just be landmark based (like El Rey). Will request a presentation; may be a possible agenda item for a future meeting.
 - Dan Weaver: Goal is to get the city to landmark some buildings and have the city pay for it. Need to specify what needs to be landmarked and why.
- 10 Meeting adjourned at 8:00 PM. Next Meeting: October 18, 2012 at 6:30 PM. Location TBD.